

REQUEST FOR PROPOSALS

SECTION A – GENERAL INFORMATION

1. LOCATION

- A. The Division of Lotteries of the Rhode Island Department of Revenue (hereinafter “RIL”) is located at 1425 Pontiac Avenue, Cranston, Rhode Island 02920.

2. BACKGROUND

- A. The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified vendors for the administration of a Problem Gambling Helpline and assisting the RIL in the proposed Community Awareness and Outreach Program, as described in the Attachment.
- B. The ultimate objective of the RIL is to form a partnership between the successful vendor and the RIL to provide a comprehensive Problem Gambling Program, for those who may have or know someone who may have a gambling problem, which would include public awareness of the issue, outreach to those in need, and information on how and where to get help.
- C. The RIL will work with successful vendor in the design and printing of necessary, pre-approved printed material to promote, implement, and support the Problem Gambling Helpline, as well as the Community Awareness and Outreach Program.

3. TYPE AND LENGTH OF CONTRACT

- A. The terms of this contract shall commence on the execution date of the contract and shall be for three (3) years, with the option of the RIL to extend the contract annually for up to three (3) one (1) year extensions under the same terms and conditions of the initial contract. Such options for extensions are at the discretion of the RIL and may be executed at any time.
- B. In the event of any breach or non-fulfillment of the terms of the contract on the part of the successful vendor, the RIL may terminate the contract upon written notice to the vendor.
- C. The RIL reserves the right to award this contract on price alone; however, experience and ability to provide necessary services will be part of the overall evaluation of proposals submitted.
- D. The laws of the State of Rhode Island, including the State’s General Conditions of Purchase, shall govern any contract(s) resulting from this RFP.

SECTION B – REQUIREMENTS OF RESPONDENTS

1. BID RESPONSE REQUIREMENTS

- A. All responses must conform to the RIL's request. Bidders, in their responses, must refer to the specific sections in this RFP.
- B. Responses must be submitted in a manner, which will enable the RIL to analyze each response fairly and arrive at a meaningful comparison of respondents.
- C. Except for preprinted brochures or similar material, all pages of the response must be clearly numbered in sequential order.
- D. The RIL will not be responsible for any costs incurred by a bidder in the preparation and submittal of a response.
- E. Responses not conforming to the requirements of the RFP will not be considered.
- F. All responses must be valid for sixty (60) days.
- G. The RIL reserves the right to reject any or all proposals.
- H. Any proposal not containing sufficient information to permit a thorough analysis may be rejected, as will any response that fails to meet the minimum requirements detailed in the RFP.
- I. Bidders are expected to provide the RIL with all information, demonstrations, and evidence, which will make possible the selection of a bidder to be awarded a contract in a manner which best serves the interests of the RIL.
- J. Bidders must submit a brief written statement that explains why the bidder best meets the objectives of the RIL as outlined in this RFP, including, but not limited to, the ability to provide training, upon request, to employees of the State's two pari-mutuel facilities, (Twin River in Lincoln, Rhode Island, and Newport Grand in Newport, Rhode Island), proposed work approach to assist the RIL in meeting the goals of the proposed Community Awareness and Outreach Program, commitment to the In-Service Training Guidelines, required Data and Reporting, and Memberships.
- K. Bidders are to submit pricing based on a monthly fee to be paid by the RIL to the successful vendor for the administration of this Helpline.
- M. RIL will be responsible for the cost of postage for mailings to callers and for the cost of telephone services associated with the Helpline, as well as assisting in the design and production of pre-approved printed material to promote, implement, and support the Problem Gambling Helpline, as well as the Community Awareness and Outreach Program.

2. VENDOR QUALIFICATIONS

- A. It is the policy of the RIL to make every effort possible to assure participation of small, minority, and female-owned businesses as outlined in the Procurement Regulations, promulgated pursuant to 37-2 of the General Laws of the State of Rhode Island and as mandated in Title 37, Chapter 14.1 of the General Laws of the State of Rhode Island entitled, "Minority Business Enterprise".
- B. Bidders must provide a summary description with background information on their organization.

3. SUBCONTRACTING

- A. If any part of the contract between the RIL and the successful bidder is to be subcontracted, the bidder shall state in writing in the proposal a description of the subcontractor's organization and the proposed subcontractual arrangements. The subcontractor must comply with all requirements.
- B. The successful vendor is prohibited from subletting, conveying, assigning, or otherwise disposing of any interest therein, or its power to execute such agreement to any other company, corporation, or entity without the previous consent and written approval of the RIL. In the event the RIL approves the use of subcontractors in performance of this contract, the prime vendor is not relieved of its responsibility and obligation to meet all the requirements of this RFP.

SECTION C – REQUIREMENT SPECIFICATIONS

1. REQUIREMENTS OF SUCCESSFUL VENDOR

- A. The successful vendor will be required to provide a twenty-four (24) hour, seven (7) day per week telephone helpline on problem gambling with the following standards:
 - 1. Helpline specialists shall be trained as outlined in the Attachment.
 - 2. Helpline will be operated exclusively for responding to callers concerned with problem gambling and related issues.
 - 3. Vendor will utilize a crisis intervention model in its operation of the Helpline, not just an information and referral helpline.
 - 4. Helpline will offer callers appropriate referral resources and relevant printed information via First Class, U.S. Postal Service. The type of printed information and the number of pieces to be mailed will be determined by the vendor within the scope of the written agreement with the RIL.
 - 5. Vendor will provide monthly reports to the RIL, which will include the information outlined below. This information requirement

may be modified from time to time during the term of the contract.

Date/Time of Call	Length of Problem
Main Gambling Problem	Gambler's Occupation
Amount of Debt	Gambler's Annual Income
How Heard of Helpline	Requested Mailouts
Caller's Age	Gambler's Age
Caller's Gender	Gambler's Gender
Call Subject Matter	Gambler's Marital Status
Length of Call	Gambler's City/Town

6. It is understood that the successful vendor will be an independent contractor and neither the vendor nor the vendor's employees will be deemed to be employees, agents, or partners of the RIL.
7. As an independent contractor, the vendor shall not be eligible for any employee benefits, nor shall the RIL make deductions from vendor's fees for taxes, including FICA, unemployment insurance, bonds, or any other subscription of any kind.

SECTION D – CONTRACT AWARD CRITERIA

1. CRITERIA

- A. An award will be made to the highest evaluated bidder who, in the sole judgment of the RIL, best meets the requirements of the specifications, terms, and conditions contained herein.
- B. Bidders are to understand that the criteria used in the selection process are both objective and subjective and that price may not be the only determining factor. Integrity, experience, financial resources, and capabilities of the bidder and other relative matters will also be taken into consideration.
- C. The right is reserved to determine which bidders have met the basic requirements of this RFP and to determine whether any deviation of the requirements of the specifications, terms, and conditions, contained herein is merely minor or technical in nature.
- D. The right to accept bids which deviate in such minor or technical fashion is also reserved.

SECTION E – PROPOSAL EVALUATION

1. EVALUATION COMMITTEE

- A. The RIL intends to conduct a comprehensive, fair, and impartial evaluation of proposals received in response to this RFP. All responses will be reviewed by an Evaluation Committee. The Committee will evaluate each proposal that is properly submitted and make recommendations to the RIL Director.

2. EVALUATION COMMITTEE RECOMMENDATIONS

- A. Upon completion of the evaluation and scoring, the Evaluation Committee shall rank all proposals in order of preference, based on the vendor's ability to provide the requested services to the RIL.
- B. The Committee will prepare a recommendation as to the proposals that best satisfy the requirements and business objectives of the RIL and are most advantageous to the State.
- C. The results of the evaluation process and the recommended proposals will be documented in a report that will be presented to the RIL Director.
- D. Upon receipt of the Committee's report, the RIL Director is free to engage in dialogue with members of the Committee. The RIL Director may take as much time as deemed necessary to review the report and query the Committee.

SECTION F - RESTRICTIONS ON COMMUNICATIONS

1. COMMUNICATIONS

- A. Contact with RIL personnel is limited to written questions.
- B. Contact with any RIL personnel, or officials elected or appointed in the State of Rhode Island, in an effort to influence the awarding of this contract shall be grounds for rejection of bidder.
- C. Prior to the approval of a contract, bidders shall not represent themselves as having the endorsement of the RIL, or as the RIL's next administrator of the Problem Gambling Helpline.
- D. Extraordinary requests for exceptions to these restrictions may be directed, in writing, to the RIL Director.
- E. Any bidders causing, or attempting to cause, a violation or circumvention of this ethical standard may, in the sole discretion of the RIL, be disqualified from further consideration.

SECTION G - SCHEDULE OF EVENTS

1. RFP SCHEDULE

- A. The RIL reserves the right to change the dates listed below. If changes are made, all applicants receiving the original RFP will be contacted.

RFP Release	Wednesday 12/14/11
Written Questions Due	Wednesday 12/21/11
Responses to Questions	Tuesday 12/27/11
Proposals Due	Wednesday 01/11/12

- B. Questions should be submitted by 4:00 p.m. on Wednesday, December 21, 2011, by e-mail or fax, to:

Terri Kiernan
tkiernan@rilot.ri.gov
Fax: 401-463-5669

SECTION H - SUBMITTAL DATE AND FORMAT

1. INSTRUCTIONS FOR RESPONSE SUBMITTAL

- A. The original and five (5) copies of the bidder's proposal, including attachments, if any, in the same order as the specific sections of the RFP, as well as the original and five (5) copies of the bidder pricing sheets, must be received by the RIL no later than 4:00 p.m., Eastern Daylight Savings Time, on Wednesday, January 11, 2012. A public opening will be held on Thursday, January 12, 2012 at 9:00 a.m.
- B. Any proposals received after 4:00 p.m. on Wednesday, January 11, 2012, will not be accepted.
- C. Proposals and pricing sheets must be submitted in separate envelopes addressed to:

Gerald S. Aubin
Director
Rhode Island Lottery
1425 Pontiac Avenue
Cranston, RI 02920

- D. Each envelope should be clearly marked to indicate its contents as follows:

"Sealed Bid - Gambling Helpline Proposal"
"Sealed Bid - Gambling Helpline Pricing"

- E. The RIL reserves the right, without liability, to reject any proposals at any point prior to the award of a contract and/or cancel this procurement.



Your Rhode Island Lottery
1425 Pontiac Avenue
Cranston, RI 02920
401-463-6500
www.rilot.com

PROPOSED COMMUNITY AWARENESS AND OUTREACH PROGRAM

Work with the RIL to:

Develop and disseminate problem gambling awareness materials in the form of brochures, postings, and web-based resources. Awareness materials will make use of the latest evidence-based information and sensitize citizens to the risks and warning signs of problem gambling. All such materials will include the Helpline telephone number, as well as a list of any other helping modes available (i.e. website & social networking, etc.).

Materials will be produced for lay people and customized to the extent to which they are relevant and accessible across the wide range of age groups, language, socioeconomic, and ethnic communities in Rhode Island.

Promote public awareness strategies, such as social networking and informative web based resources.

Produce and initiate community-based problem gambling awareness campaigns in the form of signage, presentations, and events.

IN-SERVICE TRAINING

Helpline staff must be trained in the area of problem gambling and attend conferences and/or presentations relevant to problem gambling as agreed upon by the vendor and RIL.

MEMBERSHIP REQUIREMENTS

Vendor will commit to membership/participation in both the National Council on Problem Gambling and the New England Problem Gambling Consortium, in order to remain aware of the best practices and evidence-based information that those two associations support.

DATA & REPORTING

Monthly reports of vendor activities and data collection must be produced and submitted to the RIL. Specifically, helpline call data, awareness/prevention activities, and staff training records. The vendor will also include any additional information or updates directly relevant to its mission as deemed necessary.

The vendor will attend at least quarterly meetings with the RIL liaison(s) to provide a progress report, maintain communication, and facilitate cooperation.



**RHODE ISLAND LOTTERY
VENDOR QUESTIONS
PROBLEM GAMBLING HELPLINE RFP**

QUESTION: What is the projected start date?

ANSWER: The current contract ends on January 31, 2012, which could be extended, under the same terms and conditions, if necessary.

QUESTION: Why is this going out to bid?

ANSWER: The current contract ends on January 31, 2012. While there are two one-year extensions left on the contract, the scope of services is being expanded somewhat, resulting in the issuance of an RFP.

QUESTION: Who is the current vendor?

ANSWER: The Rhode Island Lottery Problem Gambling Helpline is currently administered by United Way of Rhode Island.

QUESTION: What is your budget for this work?

ANSWER: There is no set budget.

QUESTION: Are you interested in any other enhanced helpline services?

ANSWER: The services required are as outlined in the RFP.

QUESTION: For 2010, what is the total number of clinical calls? Also for 2010, what is the total number of non-clinical calls?

ANSWER: In 2010, there were a total of 2,183 calls to the Helpline broken down as follows:

- 330 "Information Calls" - Callers seeking information on Gamblers' Anonymous but not identifying themselves as having a problem with gambling.
- 282 "Gambling Calls" - Callers identifying themselves as problem gamblers and answering survey questions.
- 1,571 "Miscellaneous Calls" - Callers not identifying themselves as problem gamblers, but seeking information on assistance with rent, unemployment benefits, lottery information, etc.

QUESTION: Please confirm the phone number/line the lottery uses for problem gambling calls.

ANSWER: The Helpline number is 1-877-9GAMBLE.

QUESTION: How frequent would the training be, how many persons to be trained per year, what would be the location of training, would the cost of

training and preparation of the circular be in addition to the monthly helpline contract?

ANSWER: Gambling helpline staff and those who may be involved with the development of problem gambling awareness materials must attend at least six (6) hours of problem gambling specific training annually or earn six (6) problem gambling-specific continuing education units (CEUs; in-person or online). Conference/presentation attendance with certified CEUs that are directly relevant to problem gambling may also be used to meet CEU requirements. The cost of training is the responsibility of the vendor.

QUESTION: What is the scope of the community awareness and outreach program; is there a defined hourly commitment per month, per year, what are the RIL defined goals of the proposed community awareness and outreach program?

ANSWER: The Community Awareness and Outreach Program would be a collaborative effort between the successful vendor and the RIL, as outlined in the RFP.

QUESTION: What percentage of contract effort shall be construed in developing and implementing community awareness and outreach program?

ANSWER: Again, this would be a collaborative effort. Vendor should determine potential requirements of staff to participate in this effort as outlined in the RFP.

QUESTION: Is the cost of developing the community awareness and outreach program in addition to monthly costs of the helpline?

ANSWER: Successful vendor would work with the RIL to assist in the content for all printed material. The RIL would be responsible for the creative and printing expenses associated with agreed-upon material related to this program.

QUESTION: Besides social media and web efforts regarding advertising, will the cost of advertising be included in the contract or in addition to what the defined scope of advertising will be?

ANSWER: The RIL will be responsible for the expense associated with approved advertising material. The successful vendor is responsible for ensuring their social media and web presence includes information on the Helpline.

QUESTION: Are the efforts of community awareness and outreach programs expected to be developed/operated in scope and manner that will match or exceed regional efforts implemented in Massachusetts and Connecticut when adjusted for population or revenue?

ANSWER: The Community Awareness and Outreach Program would be a collaborative effort between the successful vendor and the RIL, as outlined in the RFP.

QUESTION: Are "notes" to be included in monthly reporting as in 2010 hotline report? Are "safety" issues to be included in monthly reporting as in 2010 hotline report? Is "treatment information" to be included in monthly reporting such as in 2010 hotline report?

ANSWER: Successful vendor will be required to provide all information currently included in the Helpline reports. The format of the report may be modified from time-to-time, as may be requested by the RIL.

12/27/11

